Institutional Web Management Workshop 2011: Responding to Change

Tuesday 26th July 2011

09:30 – 10:30	**Registration**	Foyer
10:30 – 12:30	**Opening Session: Value of Web** Chair: Marieke Guy, UKOLN	Auditorium
10:30 – 11:00 **11:00 – 11:45** **11:45 – 12:30**	**Opening of IWMW 2011** Brian Kelly and Marieke Guy, UKOLN (30 min) **Plenary 1** OK, we know what you do, so how much is it worth? Ranjit Sidhu, SiD (45 min) **Plenary 2** Marketing and Other Dirty Words Amber Thomas, JISC (45 min)	
12:30 – 13:30	**Lunch**	
13:30 – 15:00	**Afternoon Session: Learning from others** Chair: Amber Thomas, JISC	Auditorium
13:30 – 14:15 **14:15 – 15:00**	**Plenary 3** Using activity data to support your users Tom Franklin, University of Manchester (45 min) **Plenary 4** Search Engines in the fight against Institutional Impecuniousness David Hawking, Funnelback (45 min)	
15:00 – 15:30	**Tea/Coffee**	
15:30– 17:00	**Parallel Sessions 1**	For room location see parallel session allocation sheet on board
17:00 – 19:00	**Free Time**	
19:00 – late	**Social Event: Workshop Dinner**	

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Wednesday 27th July 2011

07:00 – 09:00	**Breakfast**	
09:00 – 10:30	**Morning Session: Improving Visibility** Chair: Mike McConnell, University of Aberdeen	Auditorium
09:00 – 09:45	**Plenary 5:** UK University Website Visibility - responding to the quirks of the crawler Melius Weideman, Cape Peninsula University of Technology (45 min)	
09:45 – 10:30	**Plenary 6:** Embedding Web 2.0 Martin Hamilton, Loughborough University (45 min)	
10:30 – 11:00	**Tea/Coffee**	
11:00 – 12:30	**Parallel Sessions 2**	For room location see parallel session allocation sheet on board
12:30 – 13:30	**Lunch**	
13:30 – 16:00	**Afternoon Session: Openness** Chair: Mike Nolan, Edgehill University	
13:30 – 14:15	**Plenary 7** Online Privacy Dave Raggett, University of the West of England (45 min)	
14:15 – 15:00	**Plenary 8** The Strategic Developer Paul Walk, UKOLN (45 min)	
15:00 – 16:00	**Closing Session** Brian Kelly, UKOLN and others (60 min)	